

May, 1960

# the Canadian Realtor



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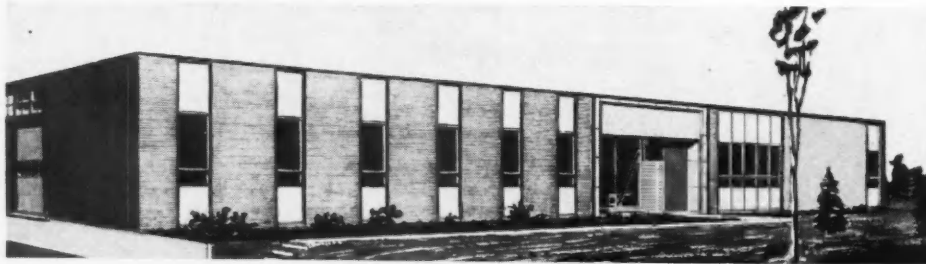
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CANADIAN REALTOR — MAY, 1960



★ *"It is well for a man to respect his own vocation, whatever it is, and to think himself bound to uphold it and to claim for it the respect it deserves." — Charles Dickens.*

## THE TERM REALTOR OUR'S EXCLUSIVELY

★ The Canadian Association of Real Estate Boards has been striving for some years to strengthen its position with regard to the term "Realtor". The battle has been long and weary. Reams of correspondence, hundreds of affidavits, scores of meetings all have contributed to the effort behind this supreme task.

★ The goal has finally been achieved. The term "Realtor" has been registered under the Trade Mark Act and its use is restricted to members of C.A.R.E.B.

★ Responsible members of CAREB have long realized that a strong corporate image could not be established until such time as the term was given to the association for its exclusive use. Now that the award has been given, all non-members must "cease and desist" from the term's usage.

★ James Lowden, President of CAREB, is firm in his convictions that "Awarding of this term to our Association will aid greatly, in elevating the prestige of the profession."

★ EACH CAREB member can and should display his "Realtor" symbol with the satisfying assurance that the term is his, fully, completely and finally.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
Vol. 6 May, 1960 No. 5

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# RURAL COMPLEXITY

RURAL LAND  
USES ARE  
CHANGING  
RAPIDLY



"Under all the land", a very basic phrase which conjures different connotations for divergent peoples. It evokes romance for some . . . deep-seated memories for others . . . visions of soaring sky-scrapers . . . smell of wet earth; pungent barnyard odours; geophysical surveys of cartographers or geologists.

The Realtor who is the strategist or arbiter, has no time for sentimentality. His work involves the *objectivity of land values*. His is the task of determining the true value of the site. He must evaluate through tables of comparison and use of experience. He says to himself, what has this property to offer? What has a similar listing sold for in this community, area, county?

The modern rural Realtor has found some startling changes in land use this past decade. Even more diversification will be recorded as we enter the "soaring sixties" for there is a broader theoretical canvas to be plotted. The Realtor now has to contend with the "status seeker". The man who wishes a place in the country.

As we enter the "leisure era" of the sixties we find more cries from

the vox populi, all clamouring for summer cottage sites, ski camps, hide-ways with trout streams, golf courses, mountain retreats, rural estates or "just a plain old piece of land tucked away in the country where I can take my friends for the weekend."

How can a rural Realtor assess land that once possessed a singular use? How can he pierce the enigma to arrive at a common denominator of values?

A Realtor inspects a farm belonging to farmer Jones and appraises it at \$50 an acre. Before the listing goes on the market, Mr. Jones hears that farmer Brown has sold his farm for \$100 an acre. Why? Someone is interested in a gravel pit on Brown's property. This news disturbs Jones. Even though he has no gravel on his farm, he thinks only of the doubled selling price Brown realized.

He is further disturbed when he hears that the farmer White's property two concessions removed was recently sold to a bigwig from the city!

Jones contacts White who enthuses "the president of X company bought my land for \$500 an acre."

"Why did he pay so much?" asks Jones.

"Seems he wanted a hill with a view and a stream for private fishing."

Jones goes home and thinks this one over. "I've got a stream" he says. "Perhaps some city slicker will pay me \$500 an acre because of this."

This state of constant flux creates an unstable market for rural lands.

In December of 1958 a reporter interviewed Bert Willoughby of J. A. Willoughby & Sons Ltd., prominent Toronto Realtors. Mr. Willoughby was asked what he thought of rural prices beyond the metropolitan area.

He replied, "Farmers located beyond the foreseeable development area surrounding metro are still clinging to their land and their hopes that a speculator will come along some day with a fairy-tale offer."

He said that "the average farmer is a confused man who hasn't yet come down to earth. He is still hanging onto his land with no real idea what it is worth. The price he nurses is far in excess of what a speculator could possibly offer him and too much for another farmer to buy as straight agricultural land."

We noticed this disturbing atmosphere during an investigative jaunt through the Caledon and Albion hills

—50 miles or more northwest of Toronto. These series of hills rise in a smoky promontory north of Brampton. Several wealthy Torontonians have purchased large blocks of land in this vicinity to develop "gentlemen's estates". Obviously the prices paid for these lands have sent the remainder of the farmers in the area into a fantasy of sugar-spun dreams — visions of selling their holdings for fabulous sums.

E. A. Mitchell, a Brampton Realtor, says that one need only mention that someone from the city is seeking land in the area and the price shoots up astronomically.

The art of temporization is not indigenous to Canada. Even in England one must be secretive when dealing with rural landholders. Take the tenant of a farm in that country who had acquired a new Jaguar. He kept it hidden a mile from his rented habitation because he didn't want his landlord to note his apparent wealth. This tale was quoted in no less an authority than The Journal of the Royal Institute of Chartered Surveyors. This august body is more than aware that it doesn't pay to expose material wealth to a rural landlord.

Visual evidences of wealth disturb the common sense equation.

There are two factors which motivate many of our city dwellers to seek diversion in the country. Both are psychological in implication.

## SECURITY

The turbulence of the real estate and economical climate in the past ten years have left many with a feeling of uncertainty. We therefore seek security by holding land in the rural areas. Many of us feel we should purchase a farm so that, come what may, we can produce a living. Few can deny that most of us entertain an emotional mesmerism for the land.

## PLAYGROUND AND RECREATION

Nowhere could one find better and more concentrated evidence of "status seekers" bent on enjoying the facilities offered by the country, than at the 1960 Sportsmen's Show, held this past March in Toronto. The affair broke attendance records by catering to some 200,000 visitors. Fifty per cent of this massive ten-day gathering came from points beyond the metropolitan area of Toronto.

H. B. Shields, Assistant General Manager of this annual colossus

points out two pieces of evidence worthy of note. "Whereas Canadians buy equipment like camp trailers, prefabricated cottages, cottages sites, powered-boats and other material that can be played with, around, or in, Europeans on the other hand buy camping gear, hiking boots, bicycles and other equipment needed for the more strenuous outdoor life."

"It is obvious" he said "that as a race Canadians are becoming "seekers of easy pleasure" whereas the newly arrived Europeans still wish some form of physical exercise during their recreation."

Mr. Shields says that there are at least ten major developers in Ontario alone who are actively engaged in creating summer colonies, where five years ago, there were only two or three of this type represented at the show. "And the interest was exceedingly high at their exhibits," he claims.

The sale of boats has become big business. Many back-yard builders have expanded overwhelmingly in the past five years. The field is lucrative enough to have prompted many firms, nationally-famous in other lines, to manufacture boats; Brunswick-Balke-Collender Ltd. (the billiard people) to name one.

## RURAL ERA

What has all this to do with rural Realtors? Plenty we'd say. The need for recreational facilities has no bounds. With anticipated shorter working hours per week looming on the horizon; with the emotional transference of salary dispersment towards fun and frolic rather than home and garden, we can expect a bigger demand for rural sites and properties.

Professor Ralph R. Kruegar of Wayne State University, Detroit once told a group of Canadian Conservationists that "... the work week, by 1980, will be shortened to 30 hours which means that people will need, and demand, greater recreational facilities."

If boat and sporting goods manufacturing is any criterion ... if the sudden rush for summer colony developments and the consequent consumer acceptance of same, is any yardstick, then rural Realtors are in for a golden era.

S. M. Spears, Sales Manager for Sunnibilt Prefab. Products Ltd., producers of prefabricated cottages, says his company is gearing up for the biggest period in its history. The firm offers free delivery to any place

in Ontario and Quebec that is within a 100 mile radius of Toronto or Montreal. His firm employs skilled carpenters and college students as assistants. These crews move into an area, pitch a tent and stay there until the prefabs are erected. Working fast, a good crew can erect a cottage in three to four hours.

Many prefab firms have an understanding with development companies. For \$50 down (upwards of \$3,000 full price) and monthly payments, a person can purchase a cottage site and cottage.

In fact, it is this new method of merchandising that has spurred to new heights, the summer cottage business.

## CAUTION NEEDED

There is no ready solution to assist rural Realtors in calibrating costs of land. Common sense caution in listing farms and acreages is the only sure way to keep prices from soaring beyond what the market will bear.

In the meantime, Realtors can look towards the land as offering many new uses. Size up the property to seek other advantages besides straight agricultural function. Has it gravel? Has it good slopes for skiing? Can an artificial lake be formed? Does its proximity to major highways offer golf course facilities?

Have you ever sent soil samples to an Agriologist for analysis?

Quite often abandoned farms will raise crops hitherto unexpected. Cost of the sample usually runs around \$5 and well worth it.

In closing we suggest that you know your rural listing thoroughly. There is nothing so annoying to a customer as that of driving several miles to view a property that was discussed with such glowing terms over the phone, yet when he finally arrives, finds the property in no way suited to his requirements.

We had this happen to us. We were sent miles off into the hinterland pursuing what sounded like a dream deal when related over the phone, but which turned out to be far too inaccessible for our needs when we finally found the location.

An honest and forthright description, hiding nothing, will impress a caller far more than the superdooper portrayal by a salesman obsessed with his own dramatics.

The salesman probably says to himself "well, if I don't paint a glowing

Continued on page 12

— SEE RURAL

# property management

We have received many requests from our readers for a feature story on property management. During our first thoughts on this problem, the task of writing comprehensive material in one article appeared quite simple. We confidently set out to research material by reading several allied books and magazines. We contacted many property management firms and delved into our morgue files to see what that source would reveal.

Frankly, the more we researched the more complex the subject became. We do not wish to frighten many of our readers who are exploring the possibilities of integrating property management into their regular brokerage business. When we say the subject is complex, we simply imply that justice could not be done to the subject in one article, nor two, nor three. Thus, if we were to contain our material in one article we required a different approach.

In the following paragraphs you will find observations made by four leading property management Realtors. These men were kind enough to answer our appeal.

We will make our editorial summation at the close of the article.

By A. O. Meredith

*Chambers & Meredith Ltd.—Toronto*

What qualifications should a Realtor have to be able to open and successfully operate a Property Management Department?

Firstly, he should be well and favourably known as a successful Realtor with years of experience as a Broker in all phases of the Sale and Leasing of Office, Apartments and Commercial Buildings.

He should have good connections with at least one Bank, Mortgage Companies, The Legal Fraternity, Large Building operators and corporations in Canada, the U.S.A. and abroad.

He should have the creative ability to negotiate deals with private investors and corporations for the financing and building of office buildings, etc., and to secure prime tenants for new buildings preferably before construction is commenced.

What procedure should a Real Estate Broker follow to successfully operate a Property Management Department?

Firstly, he should employ a competent Property Manager, preferably one who has experience in the Leasing and Management of new buildings. The Manager selected should have the ability to secure new business as well as manage existing buildings.

The Broker and the Property Manager should join the local and national Property Management Associations. The Property Manager should be active in these associations and should improve his knowledge by taking the courses made available by the Institute of Real Estate Management of N.A.R.E.B.

The Property Management Department should, as business permits, be separated from other departments. For instance it is difficult for a salesman to look after a tenant's complaint properly if at the same time he has a prospective buyer for a building large or small.



The accounting and purchasing system must be methodical, orderly and detailed and great care must be taken to see that the client's interests are safeguarded at all times.

The original lease forms should be drawn up by a solicitor familiar with this phase of Real Estate, and every possible precaution should be taken in the preparation of these leases to ensure adequate protection at all times for the owners of the buildings you manage.

Rents must be collected promptly and not allowed to get in arrears. Statements in detail of all income and expenditures with receipts should be given the owner monthly.

We would advise all Realtors who intend entering this specialized segment of the real estate brokerage business to study the following reference material. The first three books are available from the Institute of Real Estate Management, 36 South Wabash, Chicago 36, Ill.

*"The Principal of Real Estate Managements"* (by J. C. Downs)

*"How to Establish and operate a Real Estate Management Department"*

*"Practical Real Estate Management" Vol. II*

We also suggest you subscribe to:

*"Journal of Property Management"* also Published by I.R.E.M., and *"The Skyscraper"* a monthly magazine published by the Building Owners and Managers Assoc.

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ED'S NOTE: Mr. Meredith related a tale that proves there are "Life's embarrassing moments".

He recalls sitting as a guest at a very formal dinner party. In the middle of dinner a maid announced in a loud voice "There is a lady on the phone who says she wants to know 'when the H . . . Mr. Meredith is going to do something about the bugs in her apartment'."

## S. L. MELTON

President

Melton Real Estate (Edmonton) Ltd.

Property Management is a service supplied by a Real Estate Firm to property owners for the purpose of renting and maintaining the owner's Real Estate investment.

The owner expects to receive a well-informed, fiduciary service, dedicated to his interests.

This is a service the Realtor can supply that will keep the property within his sphere of influence. It is generally conceded that any profit outside of the advertising value will come from the leasing and sale commissions, while the actual management fees normally cover the cost of operating the department.

Property Management should start with the sale of a property and wherever applicable should be "sold" to the owner at this time. Management Fees should be incorporated as a logical item in any statement of operating expense.

Property Management is a must for all absentee landlords and is particularly adaptable to investment groups, resort areas and commercial buildings.

We have found the Public is generally poorly informed regarding property management and rarely appreciates or understands its value. Considerable education and advertising is necessary to promote it.

Property Management requires responsible, realistic, practical people who are well-informed in a number of fields and experience will sharpen the perception in each of these fields. It has been stated that a Property Manager must be informed as manager, rental agent, tax expert, engineer, lawyer, insurance agent, architect, accountant, tradesman in all major trades, credit and collection manager, building contractor, cleaning expert, and a number of other things not mentioned. The larger firm may have one or more people of experience in each but in most cases the property manager will have to be all of them.

Specialized training in the form of short courses and informative literature is available from the Institute of Real Estate Management, 36 South Wabash Ave., Chicago 3, Illinois. We are not aware of any Canadian equivalent to this organization. This year one primary course is being held by I.R.E.M. at Niagara Falls, Ontario, from September 12 to 17. We note that University courses in Real Estate include specific sections dealing with Property Management.

There are a number of books available such as Principles of Real Estate Management—Downs, Practical Real Estate Management, Vol. 1 and 2, etc.

In conclusion the Real Estate Firm considering entry into the Property Management field must consider the different manner in which its income is earned. The very nature of a sales approach is optimistic, perhaps slightly exaggerated, and the returns are normally substantial. Further, the sale if well-handled is soon finished.

The Property Management approach must be realistic. It accepts the responsibility for the renting and maintenance of property for a period of time with small monthly returns. However, the overall benefits to the firm can be extensive if the Property Management service is properly managed and promoted.

### Anonymous Author

(Although we consider the author well qualified to write on property management, nevertheless we must observe his request for anonymity.)

1. We believe that a realtor should have a thorough

understanding of accounting and reporting. It is very important to have complete information as to comparable rentals throughout the locality in which he is dealing. As in all real estate transactions, he would have to be energetic in locating good tenants for the properties under his management and keep before him at all times the fact that he has a primary responsibility to the owner of the building.

2. A broker in order to be a successful management specialist should set up complete records covering the entire operation of each building in his care so that he has a reference for all maintenance and repairs, a continuous record of taxes, leases, fuel and all matters pertaining to the building, available at all times.

A successful practitioner has to know a good deal about construction, the cost and approved methods of maintenance and a very realistic approach to maintenance in the light of revenues and general conditions.

3. We have found that "Building Management" (magazine) has been helpful; that investigation and discussion with other brokers who have been long established in the business is also very desirable. We believe that he should make it his business to have a record of local rentals, tax clauses, etc., and that he should avail himself of the best legal advice in drafting leases which, all too often, are not as complete as they might be.
4. Perhaps the best personal experience would have to do with leases containing tax clauses. As a general rule, tenants are somewhat apathetic to general assessment increases but if they are made aware of increases in assessments and tax rates by the very simple media of receiving a bill annually for an increase in taxes as set out in the lease, they become keenly interested in local administration, the proper spending of civic monies and civic administration generally. We feel that the more people who are interested, financially, in their community, the better the community affairs will be conducted. We have found many tenants who were quite acquiescent until they had to pay their share.

Each broker-manager will find that he has problems and difficulties peculiar and especially allied to his own business. We believe, however, that the keeping of records, the careful attention to all details, a sympathetic but firm attitude on all complaints and aggressive canvassing of potential clients will bring desired results. Managing real estate is certainly not a bed of roses for anyone but, in order to be successful, it (the operation) cannot be on a hit or miss basis. A definite policy for each property must be laid down for the benefit of tenant and owner.

by G. C. Gray,

A. E. LePage Ltd.—Toronto

(Mr. Gray is vice-president in charge of the property management department.)

1. A Realtor as distinct from a Salesman must, in addition to being a first class salesman, have an organized approach to business. He should know something of Accounting and Office Routines and Management if he is to be sure that his new operations will be a success. It has been my experience that sales people, rather than being good administrators, perhaps tend towards the opposite direction.
2. A combination of academic study on the subject of property management, together with day to day experience, are both essential if a real estate general practitioner has aspirations of becoming a Property

Management specialist. Actual experience can only come from employment with a Property Management firm or from the acquisition of new business by the aspirant. The Institute of Real Estate Management of the National Association of Real Estate Boards regularly sponsors courses 1 and 2 leading up to a C.P.M. or Certified Property Manager's degree. In addition, there are a number of first class text books available on the subject.

3. Some books and circulars which I have found particularly interesting are:—
  - (a) Offices in the Sky published by Bobbs-Merrill Co. Inc., Indianapolis and New York.
  - (b) Office Building and Office Layout Planning published by McGraw-Hill Company of Canada Limited, Toronto.
  - (c) Principles of Real Estate Management by Downs published by The Institute of Real Estate Management.
  - (d) Practical Real Estate Management, Volumes 1 and 2, published by The Institute of Real Estate Management.
  - (e) Buildings—a monthly magazine published by The Building Owners and Managers Association.
  - (f) Journal of Property Management published quarterly by The Institute of Real Estate Management.
4. Another point which I would like to make is that I believe a Manager should definitely specialize in only one field. Apartment Buildings, Office Buildings or Shopping Centres. In other words it is preferable to be a first class specialist than a second class jack of all trades.

### EDITORIAL SUMMATION

It is obvious from the foregoing observations that each of the four specialists were of common accord.

If we are to further qualify these remarks we might add a quote from the President of the Institute of Real Estate Management—Emanuel E. Falk, of Newport News, Va., who once said "A competent management department, in these times, will be all embracing in the real estate field—from determining the highest and best use of a parcel of raw or undeveloped land—through to working with the architect and builder to insure that improvements will be easy to rent and economical to operate—to the ultimate goal of seeing that the property owner secures the maximum return on his investment."

After careful study, if a Realtor feels that he is equipped to take on this specialty, then he can increase his scope for brokerage revenues.

He will be able to seek out first, large listings such as apartment and commercial buildings, industrial plants and sites and then turn his attention to selling these to investors. If he plays his cards right, he should then be able to take over the management of these listings.

Later on, when he becomes completely tuned to the complexities of property management, he should be in the position to commence syndication of large properties.

In printing Mr. Falk's remarks we shouldn't ignore a statement he uttered, while addressing the Greater Pittsburgh Realtors Board. He said, "Syndication of large properties is becoming more and more an important facet of the real estate business, even in the smaller cities.

"These real estate investment groups" he declared, "look to management to relieve them of most of the

problems of property ownership while at the same time assuring an attractive investment return."

Realtors who wish information on any of the books mentioned in the foregoing article, may find some of these listed on back cover of this issue. If the book you require is not entered there, then write either C.A.R.E.B., 109 Merton Street, Toronto 7, or Institute of Real Estate Management, 36 Wabash Ave. south, Chicago 36, Ill.

The monthly journal entitled "Buildings" is obtainable by writing: Stamats Publishing Co.; 427 Sixth Ave. S.E., Cedar Rapids, Iowa. Cost is \$10 for three years; \$7.50 for two years or \$4 for one year.

## FILM OFFERED

Of definite interest to Canadian Realtors is the new film "In a manner of speaking" produced by the Bell Telephone Company.

The colour film, with comedian Fred Clark as star, runs approximately 28 minutes.

Although the theme of the presentation is based upon a mythical circumstance, nevertheless the story bears a strong message for Realtors and salesmen through its 12-step program for better phone manners and technique.

As Printer's Ink asserts, "The film, when shown to a group of advertising agency people, caused each viewer to rush back to his office, to examine his own staff's telephone techniques."

As the film can only be loaned out for group showings, we would suggest that board secretaries call their local Bell Telephone office and arrange for a scheduled date; possibly to coincide with a dinner meeting.



When  
you  
think  
about  
it

**RESULTS**  
do count first

**TORONTO DAILY STAR**

IT'S SO EASY TO DIAL **EM 8-3611** FOR BETTER RESULTS

## CONTEST

### "MY MOST SUCCESSFUL SALE"

According to a Canadian Realtor survey, recently conducted by our editorial staff, we note that many Realtors and salesmen were anxious to examine the case histories of sales made by other real estate sales personnel.

Our readers wanted to know how the salesman got the vendor and purchaser together . . . how he overcame certain obstacles . . . how he got the listing . . . and other details that set this "My most successful sale" apart from other sales.

Our readers also wanted to read the many little bits of humour in which salesmen have been involved during some of their transactions.

With this thought in mind, THE CANADIAN REALTOR is willing to pay you for giving us the case history of your "most successful sale".

#### INSTRUCTION FOR "My Most Successful Sale":

1. Your story must be true. Could have happened to you or someone you know. A predecessor in your office perhaps.
2. The length of your article should be limited to 500 words or less. If type-written (and this is preferable, although it will not be a basis for judgment) you should contain your article to two double-spaced pages.
3. Your article can be written in either a humorous or serious vein.
4. All entries must be post-marked not later than June 30th, 1960.
5. You do not have to be a literary expert to enter the contest. Give us the salient facts and we will "ghost write" the article for you. In other words, we are more anxious to receive good case histories than we are in judging literary quality.

#### PRIZES TO BE AWARDED

1. First prize, \$35.
2. Second prize, \$25.
3. Third prize, \$15.
4. Most humorous situation, \$25.
5. Second prize, most humorous, \$15.

Even if you do not win a prize, you can rest assured that your material will be carefully studied and filed away to provide material for feature stories at a later date.

Keeping this latter need in mind, why don't you take a few moments and jot down the story of "My Most Successful Sale"?

We take this opportunity to thank all those who enter this contest. For it will be these people who will contribute greatly to the aims of our magazine—that of providing good selling technique material to others in our profession; especially those newly entered.

Send entry to: Canadian Realtor, 109 Merton St., Toronto.

## 4 PROMINENT REALTORS DIE

### WINNIPEG

The Vice-President of the Winnipeg Real Estate Board was victim of a plane crash in Tell City, Indiana.

E. R. (Ted) Gardner lost his life March 17th. He had been very active in C.A.R.E.B. and affiliates having served on numerous committees.

### WINDSOR

Three Windsor Realtors with more than 60 combined years of service passed away this year . . . William J. Dougherty, Fred Hill and Robert Wilmer Hyland.

Mr. Hyland was president of the Windsor board for two years—1948 and 1949.

## SLUM CLEARANCE IN TWO CITIES

Two Canadian cities have approved plans for the first phases of blight clearance and redevelopment.

Vancouver will commence the first segment of a 20-year redevelopment program on 36 acres between Main, Hastings, Glen and Prior.

Some 1,600 people will be displaced, and those unable to find other accommodation will be housed in two public housing projects at McLean Park and at Skeena Street and Lougheed highway. Project is to start in six months.

No major obstacle appears likely to halt Winnipeg's first slum clearance program slated for the latter part of this year.

Subject to final approval and endorsement by the Winnipeg Council and CMHC, the project calls for a multi-stage transfer of displaced persons north of the C.P.R. tracks.

68 rental units on city-owned property at Burrows Ave. and Fife Street will be used to house the first of the displaced families. Cost of expropriating and leveling will run at some \$4 millions.

+ + +

The War Amp's Association, the non-profit organization who send you the little license plate tags, report that over 60 per cent of the motorists to whom they mail tags, do not send in the 35c asked for.

The Association returned 10,126 sets of keys to their owners in 1959, each set averaged 10 keys. Besides returning keys, the Association is often called upon to return overcoats, wallets and even a stolen car, to the owners.



E. R. Gardner

# LETTERS TO THE EDITOR

Dear Sir:

May I say thank you, together with sincere congratulations for your very excellent editorial on *Slum — Blight — Decay* in April edition of the Canadian Realtor.

As a matter of fact the City of Saint John has had a committee studying that problem for the past two years. The committee has made its report and recommendation, a synopsis of which — together with photo of territory affected — was published in our local papers last week. The committee's finding and recommendations are, very largely, along the lines of your article, so it must have been working along the right track.

Now as a favour, will you please instruct your Proof Readers that our City — the oldest incorporated City in Canada — has no S at the end of it. Saint John is the name, and not Saint Johns as it appears in your splendid editorial.

The reason I mention this now is because the mistake has previously appeared in The Realtor and other Upper Canadian publications, probably because of the more frequent association with St. John's, Quebec. One national publication came out with the announcement that a certain line of steamers would be using the Port of Saint John as soon as the Spring thaw permitted. That really burned us up!

Thanks again for your great article on slum clearance.

Yours very truly,

W. E. Anderson, Realtor  
SAINT JOHN, N.B.

ED'S NOTE: We are exceedingly pleased to receive letters from Realtors on the East Coast . . . today, our impulse directs a hearty **thank you** to Saint John.

P.S. The writer has just given himself a blast for the obvious affront to that city.

+ + +

Dear Sir:

I was most interested to read the article on electric house heating which appeared in the March issue of your magazine.

I feel, however, that I should correct an impression which your readers may obtain with regard to the objectives of the Electric Heating Association.

The Electric Heating Association is primarily concerned with the requirements necessary in building construction to assure the satisfactory and economic use of electricity as a heating medium, the design of such installations and the suitability of the equipment used.

The Gold and Bronze Medallion Home program is the responsibility of the Electric Service League of Ontario and is actually a projection of the Red Seal Standard of Wiring program which has been promoted by the League for almost 40 years. Although it is not mentioned in your article the Red Seal program is the basic requirement of a Medallion Home.

I am enclosing a copy of the Medallion Standard and would draw your attention to our branch offices across Ontario. The publication of these addresses would, I believe, assist your readers in obtaining any information

they might require without the inconvenience they might experience if they contacted the Electric Heating Association as suggested in your article.

We wish to thank you for the interest you have shown and to offer our services if we may be of assistance to you at any time.

Yours very truly,

Harry J. Foy, P. Eng.  
Manager

ED'S NOTE: The addresses mentioned in Mr. Foy's letter are:

## Electric Service League of Ontario —

191 College St., Toronto 2B; 340 Wellington St., London, Ont.; 495 Richmond Rd., Ottawa, Ont.; 1053 Main West, Hamilton and Public Utilities Bldg, Port Arthur, Ont.

"Medallion Home" literature may be secured from any of the above addresses.

+ + +

Dear Sir:

Thank you for sending along a copy of your March edition in which you have featured the Medallion Home article. We are pleased to note that you view with favour the prospects for electric heating in the Domestic Heating Field.

For future reference we felt we should draw your attention to the fact that it is the Electric Service League of Ontario which administers and awards the Medallion Home symbol. In your article you have stated that the Electric Heating Association classes the Medallion specifications. We also note that you have suggested that only baseboard convactor-type heating units are installed under the Medallion plan. While it is true that this type of heating unit is quite popular in the Ontario market, there is no regulation which demands that baseboard convactor units be installed. Home owners wishing to utilize electricity for heating have a wide variety of equipment from which to choose. You will find some of this equipment described in the centre pages of the booklet I am enclosing.

Your article in the March edition will probably stir fresh interest in Medallion Home building standards. It is with this though in mind that we felt it advisable to point out to you that certain comments in the article might be misinterpreted. Should you receive inquiries concerning Medallion specifications, we suggest that you might direct these to Electric Service League of Ontario at 191 College Street, Toronto. Mr. Harry Foy, the manager would be very pleased to discuss Medallion standards with any representative in the Real Estate field.

We appreciate the interest you have shown in our Promotional Program and would be pleased to assist you with any editorial plans you may develop in the future.

Yours very truly,

BETTY AMOS  
Residential Sales Supervisor  
Sales Promotion Division  
Ontario Hydro

Dear Sir:

We are pleased to enclose a photostatic copy of a Judgment we have just received in an action heard recently in the County Court of the County of Waterloo between Lester Brox operating as Lester Brox Real Estate and Gordon Merry. The Judgment is so plain and covers a case that is so rudimentary that in my opinion this will be of interest to real estate people at large in Ontario. Any one of us might be faced with the same kind of question. This case might therefore help us in deciding what to do. The publication of the Judgment in the Canadian Realtor might therefore be newsworthy.

I should mention that Mr. Lester Brox, the gentleman involved in the case, is the newly elected Vice-Pres. of the Kitchener-Waterloo Real Estate Board, Inc. Lester operates a three-man office in downtown Kitchener and is a very successful real estate broker besides being a very fine gentleman.

There are some interesting comments I would like to make on this Judgment. It would appear first of all that in case of a joint tenancy, one signature on a listing would be sufficient. It might be prudent however to secure both signatures if same are available at the time a listing secured. Next, it would appear that if a vendor gets balky the only way the commission could be claimed is if the broker does get an offer for the exact price and terms stipulated in the listing. He must further be able to prove in court that the purchaser he had on a signed Offer to Purchase was able to complete the transaction. Checking this matter with Mr. Brox he reported that his lawyer was required to submit documentary evidence of the ability of the purchaser in this case to actually complete. The documentary evidence consisted of (a) Offer to Purchase which showed that the purchaser's present property had been sold for a considerable cash down payment and (b) that subsequent to being refused the purchase of the house at 234 Dick St., Waterloo, he had purchased another property, again with a very substantial down payment.

The Judge therefore held that the man was definitely in a position to complete his purchase of the defendant's house. A word of caution might also be interjected here. If there is the slightest doubt that the vendor is going to refuse to accept an offer presented to him, it might be wise to have one's broker or fellow salesman come along when the offer is presented so that the presentation of the offer can be proved if the need arises. Don't just keep it in your pocket, take it out of the envelope and spread it in front of the purchaser whether he has allowed you to come into the living room or whether you have to do it on the front porch.

The Standard Forms Committee as constituted last year has a number of interesting cases involving 1959 law decisions in Ontario under consideration and will be reporting these to you when we wind up our file.

Yours sincerely,

ONTARIO ASSOCIATION OF  
REAL ESTATE BOARDS

A. Wiebe, Regional Director

ED's NOTE: Our thanks to Mr. Wiebe for his kindness in forwarding the judgment on to the Canadian Realtor. The case referred to, is printed under the title "Legal Hints" and can be found on page 13 of this issue.

CANADIAN REALTOR — MAY, 1960

Dear Sir:

Would you kindly send me the address of the "Dollar Land Holdings Company" as reported in your February 1960 Realtor, I understand this is an English firm?

D. F. FELL, Realtor  
Hamilton, Ont.

Write: Mr. H. A. Roberts, Dollar Land Holdings Co.,  
530 Burrard Street, Vancouver 1, B.C.

+ + +

Dear Sir:

Please send me the bulletin concerning Office Planning, as mentioned in the Canadian Realtor, March 1960, page 23.

Thank you.

Your truly  
FINLAY REALTY LTD.  
Mrs. U. Finlay  
Burquitlam, B.C.

ED'S NOTE: The bulletin referred to is being published by the National Institute of Real Estate Brokers, 36 Wabash Ave. South, Chicago 3, Ill. This bulletin will be devoted entirely to pictures of new and remodelled real estate offices.

The bulletin is available to non-members of N.I.R.E.B. at \$5 per copy. Members of the Institute (some Canadians are) will receive this gratis upon request.

+ + +

Dear Sir:

On page 21 of your February, 1960 issue of The Canadian Realtor you have a short article on a new parking device manufactured by Taylor & Gaskin Inc. of Detroit.

As parking is becoming a larger headache as time goes on in downtown Edmonton and there are several small locations where a device of this nature could be used to advantage, we would like more information.

Would you either let us have the manufacturers complete address or forward this inquiry to them?

Thanking you in advance

I remain,

ALAN KERR  
Sales Manager,  
Alloway Agencies — Edmonton

You might write:  
Taylor & Gaskin, Inc.  
6440 Mack Ave.  
Detroit 7, Mich.

+ + +

#### A FAIR QUESTION

"Mommy," asked the child, "why doesn't daddy have hair on his head?"

"Daddy thinks a great deal, dear."

Why do you have so much hair on your head, Mommy?"

"Shut up and eat your breakfast!"

Continued from page 5

picture, this account will not come up to visit me. If he doesn't come how can I ever get his name on my lists?"

What lists? A number of names that have been gained at the callers' expense? Hardly a list worth working from.

We would suggest that you find out everything possible from your client before he hangs up. Instead of sending him on a wild goose chase . . . why not say "I'm sorry but I do not have what you require, but, I shall make every effort to produce a likely property for you, as soon as possible."

Now, if you have the makings of a successful salesman, you will do just that. By every honest means at your disposal, you will seek out properties that might suit your new-found customer. When you have secured at least one likely listing, give the man a call and relate all the facts to him. Then, and only then, invite him up to visit.

Now, one thing more before we finish. Let us relate a personal tale that should point out to you the necessity of planned work, conscientiously carried out.

The writer went up in the Orangeville-Shelbourne area one weekend last March, to seek out a piece of hilly property that had good road access and a good slope for skiing. The writer and two friends had decided to develop a small ski club. Our funds were limited, but what we had to offer appeared to us to be a fair settlement.

We contacted at least four brokers in that area, gave each our requirements and left.

We haven't, to date, heard from any of them.

We do not offer this as criticism nor admonishment. We simply wish to relate that a deal is there in the offering for anyone that would work at obtaining that which we require.

Anyone interested? ■

+ + +

Miss Minerva Snider, director of nursing at the Stratford, Ontario Hospital, complains that the hospital is being used for more than healing the sick. She says "I am sure that more farms are sold in the congested hospital corridors than in a real estate market."

"Pardon me nurse, will you move over so that I can use your desk to sign this offer of purchase?"

# READER SURVEY

Although an editorial staff should know instinctively what must go into a magazine, nevertheless — there does come a time when uncertainty arises. Just what do readers want? How can we please them?

To seek an answer, we sent out several hundred questionnaires. The tabulation of the returns gave us a pleasant surprise. An overwhelming majority thought our magazine an excellent medium.

Below you will find what the Realtor audience wishes:

## 615 ANSWERS

### Do You Read the Canadian Realtor?

#### Number Answering question 588

Regularly and Completely	337	57.3%
Regularly but Casually	219	37.3%
Spasmodically	32	5.4%

#### Question

#### What Section Do You Read Most Regularly?

(Brackets denote — Should be dropped)

Monthly Co-Op	347	—	(5)
Person to Person	295	—	(9)
Provincial Sections	277	—	(5)
Coast to Coast News	279	—	(5)
Public Relations	384		
Appraisal	395	—	(6)
Extremely specialized subjects			(4)

#### Question

#### How Do You Rate the magazine?

#### No. Answering Question 615

Good	487	79.2%
Fair	126	20.5%
Poor	2	.3%

#### Question

#### Phases of Business to be Emphasized

1 Residential	311
11 Industrial	70
10 Property Management	76
7 Commercial	95
6 Appraisal (primarily residential)	170
9 Urban Redevelopment	87
2 Financing	208
4 Advertising	192
5 Listing	189
3 Selling	208
12 Rural Real Estate	45
8 Investment	93

#### Question

#### Do you wish more or less news in the following sections?

	MORE	LESS
Local News	386	122
Provincial News	311	139
National News	272	149
Leave as is	20	

(Questionnaires are kept on file for examination by any CAREB member)

We were gratefully impressed with the remarks made under "General Comments" which concluded the questionnaire.

185 readers congratulated us with phrases such as "I enjoy and read every issue of the Realtor" . . . "Congrats. You're doing a fine job. Each issue an improvement." . . . "Excellent publication."

On the other end of the scale we had 27 who thought our publication only fair. One reader thought the contents "were hog-wash to give some joker a soft job."

As there are few known magazines that enjoy full and complete attention, we were surprised that 57% claimed to read each and every edition from cover to cover. In any case, wherever the limit is for publications such as ours, we shall strive to reach that goal.

# LEGAL HINTS

## IN THE COUNTY COURT OF THE COUNTY OF WATERLOO

BETWEEN: Lester Brox, carrying on business under  
the firm name and style of LESTER BROX  
REAL ESTATE — Plaintiff

vs

Gordon Merry — Defendant

R. A. Haney, Counsel for the Plaintiff

R. W. Gould, Counsel for the Defendant

Judgment delivered by His Honour Judge H. D. Lang.

### JUDGMENT

His Honour Judge Lang: "This is an action by a real estate agent for commission. The facts are really not in dispute except maybe the question of a date now and again.

"The Defendant, Gordon Merry, admits that he signed an exclusive authority to sell real estate at 234 Dick Street in the City of Waterloo on the 13th day of April, 1959, and that agreement is in accordance with the provisions of the Real Estate and Brokers Act. It authorizes Lester Brox, Real Estate Broker, *"to sell my property described on the reverse side of this card."*

"Now although it was signed by Gordon Merry alone it developed during the trial that he was only a co-owner and that he and his wife owned this property as joint tenants, but I don't see that is of any importance in this case because he is bound by it. He authorized the broker to sell his property and held out to the broker that thereby he was the owner. In any event if he wasn't he held himself out to be and is responsible in any event.

The consideration is that the real estate broker would list and offer this property for sale, and that was done by the broker. He listed it, he offered it for sale. In fact he secured a prospective purchaser who went to see it.

In consideration of that, Gordon Merry gave the real estate broker the exclusive and irrevocable selling rights until May 15th, 1959. There is no argument in this case over the word *"exclusive"*. It's only over whether or not the right to sell could be revoked before May 15th, 1959.

Counsel for the Defendant has presented no cases whatever that there is a right to revoke under these circumstances. I therefore have to hold that the right to sell was irrevocable until May 15th, 1959.

Then the listing agreement goes on to read *"I agree to pay said Real Estate Broker a commission of 5% of the sale price of the property and chattels. Said commission to be paid if said Real Estate Broker finds a buyer, ready, willing and able to consummate a sale during said term."*

Now what happened after April 13th was that during that week . . . April 13th was a Monday . . . the Plaintiff brought around a prospective purchaser, namely Mr. Gingrich. He looked the house over once and brought his wife back the second time, on the Friday, April 17th, and on Saturday, April 18th he made the offer to purchase of \$12,600. That was \$200 less than the price mentioned on the reverse side of the authority to sell. That was refused and quite properly. The Defendant can certainly refuse it.

Then it would appear to me on the following Monday, April 20th the Agency again telephoned the Merrys, the offer of \$12,600 was refused and it probably was intimated then to the Defendant that the prospective purchaser would increase his offer to \$12,800. But that offer of \$12,800 was not in writing and was not put in writing,

at least until April 23rd, Thursday, and probably not signed until Friday, April 24th, and it certainly was not presented to the Defendant until Saturday, April 25th.

In the meantime, the Defendant, on the urging of his wife, tried to cancel the authority to sell given to the Plaintiff, not only by a telephone call but by a letter which is put in as Exhibit in this case.

The offer of \$12,800 was in accordance with the terms listed on the Agent's exclusive authority to sell. It complied with those terms and the evidence has shown that Mr. Gingrich who made the offer signed it and he certainly was ready to consummate the sale. He was willing because he signed the agreement, and the evidence also shows he was able to do it because he had funds on hand to do so with.

So within the period before May 15th, 1959, the Plaintiff found a buyer ready, willing and able to consummate the sale of the property. On the Saturday, when this Offer to Purchase was taken to the Defendant's house — the offer was not handed to him but Mr. Brox indicated to him that he had an Offer to Purchase for \$12,800 in accordance with the terms of the listing and it was signed and he had it in his hand apparently and thereupon the Defendant told Mr. Brox that he would not accept it. He refused to accept it and his wife also said the same thing and told her husband not to accept it. So there was an offer in accordance with the terms required and a refusal of it. The Plaintiff had done all that it is required to do in order to be entitled to commission and I find that he should have Judgment for the commission, \$640 and costs.

Harold D. Lang,  
Judge.

### LAW SOCIETY NOTICE

The Law Society of Upper Canada, in their pamphlet *Weekly Notes*, has issued this Notice To The Profession under the heading *Professional Conduct*. We quote the article as printed:

The following is part of the Report of the Professional Conduct Committee dated February 19, 1960 and adopted by Convocation on that date:

"Your Committee considered a resolution of the Trustees of the County of Carleton Law Association asking for a pronouncement indicating that it is unprofessional conduct to act for a vendor and purchaser in the same transaction.

Your Committee points out that the problem posed by the resolution of the Trustees of the County of Carleton Law Association is a difficult one and involves a consideration of questions of the legal responsibility of a solicitor, his proper professional conduct and the application of common sense. Your Committee arrived at the following conclusions:

Where a solicitor is asked to act for a vendor and purchaser or in any other matter where he contemplates that there may be a conflict of interest between two clients, he should in all such cases inform both parties that he is acting for both parties, obtain their consent to do so, and advise them that if a conflict of interest arises which cannot be resolved he cannot continue to act for both parties in that matter, and may not be able to act for either.

A solicitor who discloses confidential information obtained from one party or who uses such confidential information against the interest of the party from whom he obtains it is guilty of professional misconduct.

Your Committee recommends the adoption of its conclusions as set out herein.

## HOME SHOW TRENDS

The Annual Home Shows held throughout the country usually portray coming trends in home interiors and exteriors. A visit to the 1960 Home Show in Toronto offers evidence that homes and furnishings will be more colourful. Here is the way the pattern will develop:

- Natural finishings on interior woodwork, wall, paneling, stairways and furnishings. Two-thirds of the booths exhibiting interiors, accentuated natural finishings rather than painted finishings. Kitchen cupboards were particularly noticeable, and amazingly enough, seem to enhance furnishings and appliances.
- Bronze and copper fixtures and room dividers appear slated for a demand. Intricate bronze and copper lacework make ideal planters, room dividers and ornaments. Copper and bronze when used seemed to add warmth to the room.
- New innovations in awnings and canopies held the eye. Either plastic or aluminum being the material. The plastic corrugated or plain sheeting adds splendid colour to a patio, or even a room divider when used interiorly. Kool-lite's Suncontrol awning shows the trend to automation. This awning is raised or lowered from inside the house, by a spindled crank which pierces the sash.
- Mosaic is coming back. This art, which almost disappeared a century ago, is now making a strong comeback. In most instances mosaic murals are being used to glamorize the entrances to modern commercial and office buildings.

The Art Studio, a Toronto firm, has gone one step further. This firm offers a do-it-yourself kit which the purchaser can use to make coffee table tops, patio and bathroom flooring and muralled wall panelling.

The tile is plastic rather than ceramic, and comes in several colours and styles.

Watch for this trend. The finished work is so colourful and unique that we imagine many interior decorators will augment their designs with mosaics.

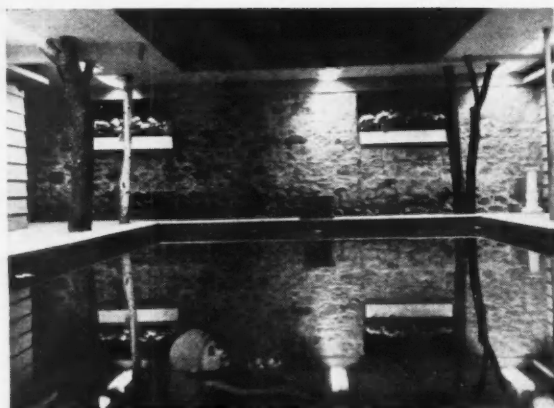
- Aluminum sash, siding and awnings are being pushed this year by metal manufacturers. The aluminum companies have spent millions researching the market to determine the many uses to which this metal can be put.

We witnessed an amazing demonstration at the Tisco booth. An attendant stretched his handkerchief tautly over a piece of aluminum siding. Taking a lighted cigarette, he held the glowing end within  $\frac{1}{8}$  of an inch of the fabric. He allowed the cigarette to remain for 10 seconds or so before he removed it. There were no visible signs of scorching. This test was offered to prove that aluminum will reflect heat both ways. It will reflect the sun in the summer and presumably the inside surface of the siding will reflect the house heat back into itself.

- Easterners appear to be more conservative than westerners and are subjected, in some instances, to slower change.

To quote an example, on our many trips to the prairie provinces, we have noted that frame homes are the rule rather than the exception whereas in the East, brick construction commands the majority of attention.

Now, in the East, those people who are partial to wood framing, still retain the East's conservative ideas of exterior decorating. Here, most frame homes are painted with one single colour with possibly another on sash and border work. However, out in the western provinces, people are prone to paint their exterior walls



VISITING REALTORS can examine a new concept in pool manufacturing by driving to Pickering Twsp. on Highway 2 (next to firehall). The above pool was built under cover to provide year around demonstration. When built outside, it can be safely converted (maker's claim) to an ice skating rink.



GIGANTIC JIG-SAW is shown here being pieced together to form a mosaic mural which now graces one wall of the main elevator lobby in the new addition to the Royal York Hotel, Toronto. The completed mural is 9' x 20' and depicts a forest scene.

with a two-colour scheme. They paint the upper half of each wall with one colour and the lower half with another compatible colour. This dual-colour scheme adds to the attractive appearance.

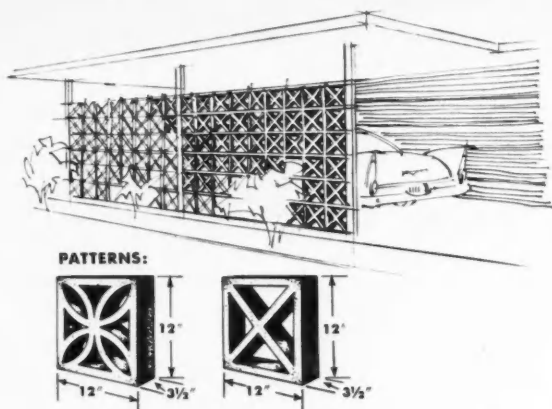
The Home show this year suggests that Easterners will probably adopt this dual-colour exterior style.

- The Brick and Tile Institute are constantly researching new uses for their products. Like the Aluminum people, this association is aggressive and intends to see that their product is used in increasing quantities around the home.

The B.T.I. offer plans for patios, planters, barbecues, fenceways, besides the accepted manner of using brick and tile.

Dunbrik, makers of Storrar-wall has commenced production on a new type decorative-structural tile which can be used as fenceways, patio dividers, room dividers, carports and other uses.

- Landscaping and care of lawns were also featured at the home show. A nationally famous maker of aluminum cookware featured a small waterfall device con-



DIVERSIFIED uses for brick and concrete products is accentuated by the Dunbrik Storrar-wall tile which can be used for decorative and structural purposes.

structed in three layers by using coloured metal trays around which was gathered field stones to give woody effect. The water supply was self-contained and circulated by an electrically-driven pump. (We asked this firm to send us a picture so that we could illustrate this unique device. The firm is not P.R. conscious apparently, for we were ignored. See footnote.)

Living Lawns, a firm that supplies watering devices for lawns, golf courses, etc., feature a subterranean watering system using polyethylene piping with spaced heads which project some six inches above the lawn.

Using a 70' x 140' area as average, the firm will install a manually-operated sprinkling system for \$300. There are also semi-automatic and automatic controls for those who wish to leave their lawns unattended for lengthy periods.

## REALTORS' AVAILABLE

There have been many complaints from our readers regarding the condition of the Canadian Realtor magazine when it arrived in the mails. The problem appeared to be that the cover was separating from the inside pages.

In Vancouver alone some 600 copies of the 2,900 sent to that province arrived in mutilated condition.

We received many complaints from the west coast including one from the Vancouver postmaster, who had 600 copies unfit to distribute.

Fortunately, (and we are indeed grateful for this) Alan Creer, Executive Secretary of the Vancouver board arranged to have these copies repaired for us so that they could be sent on to their destination.

Immediately upon hearing of this production fault we contacted our printer. He was already ruefully aware that this had happened, for he told us that seven other magazines which his firm prints had the same trouble.

Apparently the firm from whom he bought his stock gave him a bad shipment. The stock, he claims, had not been processed properly with the result that it was allowed to dry in a "green" state.

The situation has now been corrected and future copies will arrive in as good a condition as second class mail handling will allow.

In the meantime, we have 200 copies on hand, one of which we can send to any individual who has not received his March Realtor. Write: Canadian Realtor, 109 Merton St., Toronto 7.

## ALBERTA HOLDS CONVENTION

The 13th Annual Alberta Real Estate Association, was held in the MacDonald Hotel in Edmonton last March.

### HIGHLIGHTS OF THE CONVENTION WERE:

—Honourable Russell Patrick, Provincial Secretary stated it is very evident that forward thinking members of the real estate fraternity have sought for, and gained, higher standards of performance in this province.

He said "John citizen should be kept fully aware of your part in establishing fair commission schedules . . . by working towards elimination of "blind" advertising . . . assisting the Commission in establishing sensible regulations . . . and the elimination of chaos which helped create order in the profession to the advantage of the general public."

—G. L. Coward, 1959-60 president, in his address noted that the co-op systems operating in the local boards appeared headed for a record year. "Edmonton alone should jump their co-op sales figures to \$20 millions," he said.

—J. A. Lowden, guest speaker, who is president of CAREB, stated that brokers often lose deals that they shouldn't have. He urged Realtors to exercise ingenuity and resourcefulness in arranging the financing of deals.

Mr. Lowden observed the trend towards property being held in financed debt, whereas ten years or so ago, most owners wished clear titles.

—"Realtors should learn all there is to know about syndicating" claims James W. Knox of Denver, past-president of the Colorado Association of Real Estate Boards. "The art of syndication" he said "is simply selling a listing to two persons instead of one or to 100 instead of ten."

—The Alberta Real Estate Association announces the 1960 slate of officers. They are as follows:

C. Elmer Sanders, Calgary, was elected president to succeed G. L. Coward, Lethbridge. G. McAfee of Edmonton was named vice-president. Directors elected are: H. R. Kellough and D. A. Ball, both of Edmonton; E. V. Caddy of Red Deer; S. E. Hornberger and J. A. Fraser, both of Calgary; D. C. Andrews of Medicine Hat, and W. R. Perkinson of Lethbridge. Regional vice-president to the Canadian Association in 1961 is D. M. Spencer of Edmonton.

Mr. Spencer was convention chairman. Official greetings were given the convention by Mayor Roper. Rev. Canon C. E. F. Wolff gave the invocation.

SEE THE  
**CONTEST**  
EVERYONE CAN ENTER

Page 9 this issue

# MONTHLY CO-OP REVIEW

## Co-op Deadline 10th of Month

Once again we request that monthly co-op statistical forms be completed and returned to arrive in Toronto before the 10th of each month.

On the 10th we complete our chart and send it to the printers. Any copy arriving after that date we will have to ignore.

We have to stick to this schedule because our production system is set up so that we can get our Magazine on the press by the first of the month, to assure the complete edition being completely in the mail by 11th of the month of publication.

### SASKATCHEWAN

The province of Saskatchewan may soon have a province-wide multiple listing system according to Jack Walker of Regina, President of the Association. For the time being at least, only certain listings will be circulated. The system is being carefully studied before operations commence.

### NORTH BATTLEFORD

H. J. Maher, President of the Board, has announced that 5,000 city maps will be printed and sent to board members for distribution as they see fit. Each map will carry names and numbers of all North Battleford streets.

Maps will be used as instruments to promote the local board, and will carry this sponsorship somewhere on the sheet.

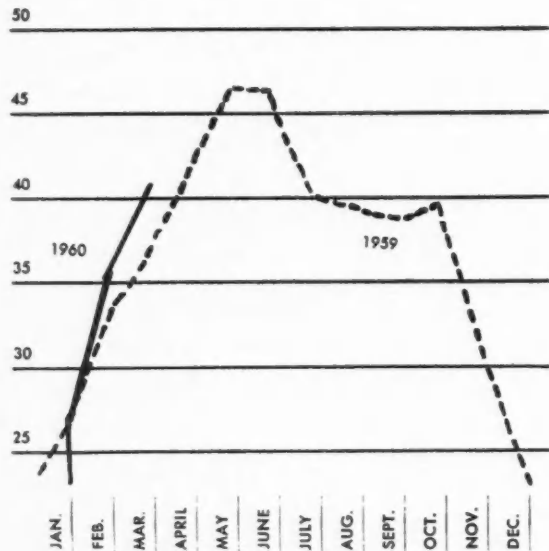
### BELLEVILLE

D. T. Stork, President of the Belleville Real Estate Board, reports that the board has instituted a monthly clinic for all brokers and salesmen. At each hour-long session, a lecture is delivered by a specialist on the various segments of real estate brokerage. February and March lectures were delivered by W. J. McCormick. He spoke on Appraisals.

The board has also commenced a co-op contest. Using the points system, each salesman receives 25 points for inspection, 50 for listing and 100 for selling. As soon as five sales are made, the three high men are awarded prizes and the contest begins anew. Additional points (100) are awarded each salesman who attends monthly clinics.

millions  
of dollars

### CO-OP SALES GRAPH



## \$1.6 Million Deal Biggest Co-op Sale

The highest-priced piece of real estate ever recorded with the Photo Co-Op system of the Toronto Real Estate Board was transacted April 8th when A. H. "Bud" Debenham, Managing Director of the Wheel Realty Limited on Park Road, completed negotiations for the listing.

The property covers a 1,000 acre tract of land adjoining the development of E. P. Taylor near Streetsville. The price has been set at \$1,600,000. The land is presently owned by a group of people and not one individual.

"We've already had some inquiries from interested Canadian investors," reported Evan Herriott of the Wheel Firm.

### CALGARY

The Calgary Board has switched most of their 1960 advertising appropriation to outdoor advertising. Space has been contracted for on city transportation vehicles and lighted bill boards.

Miniature P.O.P. (point of purchase) billboards will be sent to each broker for window and counter displaying. The miniatures follow the likeness of the outdoor signs and will be 1' x 2'.

# MONTHLY CO-OP Statistics for March 1960

YEAR TO DATE COMPARISONS				MONTHLY COMPARISONS				Population in Thousands				
GROSS SALES		LISTINGS — SALES		GROSS SALES		LISTINGS — SALES						
1960	1959	Percent L or G	Listings 1960	No. Sales 1960	% Sales to Listings	This Month	Same Month Last Year		Listings This Month	Sales This Month	% Sales to Listings	
Kingston .....	180,970	40,750	344	29	12	41	74,400	24,750	7	5	71	45
Sault Ste. Marie .....	171,000	108,800	57	24	13	54	61,300	37,900	7	4	57	41
Halifax-Dartmouth .....	282,450	323,600	-13	55	17	31	117,800	88,600	17	8	47	125
Winnipeg .....	7,818,220	5,438,998	43	1,533	644	42	3,348,095	2,273,163	611	283	46	429
Brantford .....	757,300	731,325	4	238	75	32	329,100	388,915	78	32	41	53
Galt-Preston-Hespeler .....	401,775	194,260	106	88	34	39	145,225	63,850	32	13	40	26
Fort William .....	172,850	254,360	-33	65	21	32	68,350	136,650	21	8	39	45
London .....	3,166,534	2,717,533	29	651	252	38	1,122,753	1,207,556	256	96	38	101
South Peel .....	814,850	575,577	42	162	42	26	339,600	226,350	55	20	36	45
Regina .....	995,126	597,638	66	282	75	26	397,828	256,728	102	35	34	100
Hamilton .....	9,537,177	10,317,718	-7	2,171	726	33	3,460,060	3,900,029	777	270	34	258
Orangeville .....	14,900	7,900	89	7	1	14	14,900	7,900	3	1	33	10
Kitchener-Waterloo .....	1,916,387	1,887,801	2	474	154	32	738,250	593,151	194	62	32	87
Toronto .....	35,589,603	30,356,676	17	8,327	2,140	25	15,632,780	12,322,619	2,922	908	31	1,500
Simcoe .....	312,025	—	—	57	15	26	69,200	—	20	6	30	25
Belleville .....	239,050	25,500	838	52	18	35	83,950	25,500	20	6	30	28
Montreal .....	8,200,812	7,444,436	9	1,235	383	31	2,952,023	2,508,644	494	143	29	1,600
Victoria .....	2,303,999	2,256,222	2	782	238	30	—	975,807	279	81	29	137
Ottawa .....	4,425,900	4,687,563	-1	783	209	27	1,636,075	1,879,688	274	77	28	250
Orillia .....	195,100	199,000	-1	80	31	39	73,600	80,000	33	9	27	25
Saskatoon .....	462,125	714,018	-35	497	115	23	462,125	714,018	200	53	26	87
Calgary .....	5,695,869	6,048,039	-6	1,798	1,508	22	2,056,535	2,356,352	598	142	24	220
Cornwall .....	140,750	60,600	133	76	11	14	90,750	18,000	34	8	23	30
Oshawa .....	549,200	300,900	83	155	44	28	233,400	67,150	74	17	23	60
Oakville-Trafalgar .....	402,700	559,425	-28	87	17	2	153,300	187,550	30	7	23	30
Tri-County .....	168,146	36,500	368	64	12	19	65,350	11,500	23	5	22	40
Guelph .....	288,050	151,950	89	64	22	35	62,600	44,350	23	5	22	32
Port Arthur .....	92,550	141,400	-35	67	11	16	54,150	111,600	27	6	22	42
Vancouver .....	9,916,897	9,639,231	3	3,609	762	21	3,848,032	3,389,313	1,348	290	21	650
Edmonton .....	2,306,536	2,442,320	-6	1,041	185	18	938,645	978,920	381	78	21	284
Windsor .....	751,200	312,850	24	281	79	37	289,150	137,150	120	29	20	175
St. Catharines .....	596,200	451,685	32	233	58	25	158,100	209,260	65	13	20	73
Central Alberta .....	133,850	105,600	26	59	14	23	56,500	43,200	25	5	20	17
Okanagan-Mainline .....	854,945	220,000	386	408	75	18	434,000	220,000	179	34	19	100
Westminster County .....	2,027,506	1,837,825	10	1,277	199	16	701,025	586,208	424	76	18	115
North Battleford .....	81,650	102,950	-21	63	11	17	35,600	60,600	29	5	17	10
Central St. Lawrence .....	178,600	—	—	69	12	17	58,200	—	36	6	17	27
Lethbridge .....	229,626	244,383	-6	99	19	19	43,376	163,643	36	5	14	33
Barrie .....	159,350	126,400	26	39	12	31	37,500	60,400	23	3	13	25
Welland .....	48,300	182,050	-73	79	6	8	15,500	61,700	30	2	7	40
TOTALS .....	102,580,078	91,843,783	11.7	26,160	8,272	31.6	40,459,127	36,281,580	9,907	2,856	28.8	



## MOOSE JAW CHARTER NIGHT

C.A.R.E.B. WELCOMES NEW BOARD



CHARTER PRESENTATION was made by W. Clarence Mahon, Regina to the Inaugural President of the Moose Jaw Board. Shown left to right: Trevor Seaborn, Director; Evert Chelsberg, Director; Evelyn Stall, Secretary-Treasurer; W. Clarence Mahon, Regina; Bob McRitchie, President; Jim Hilts, Director



MOOSE JAW CHARTER NIGHT entertained some 33 members and guests. The board becomes the fifth board in the province of Saskatchewan. We were unable to secure names of those shown above in time for publication.

## NORTH BATTLEFORD SCENE OF SASKATCHEWAN CONVENTION

The annual convention of the Saskatchewan Real Estate Association will be held in North Battleford, June 2nd, 3rd and 4th this year.

The three day convention will feature speakers and panel sessions of a specialized nature to increase the scope of the Realtor and salesman's knowledge.

North Battleford, a city some 80 miles Northwest of Saskatoon, supports a board standing unique in

organized real estate history. The board, newly formed, has 100% membership.

Jack Walker, President of the Saskatchewan Association, told his North Battleford Realtor's audience that "Realtors can and should play a tremendous role in the development of their community.

"This is a grave social responsibility to which a Realtor should dedicate himself," he said.

## EDMONTON OFFICERS

The following will be the senior officers of the Edmonton Board for 1960: President, D. R. Stewart (re-elected); Vice-President, Darrel Ball; Directors: M. Cummings; M. Dubord (Sales Dir.); H. R. Kellough; Joe Lucas (Sales Dir.); H. L. Molstad; T. W. Romank; Don Reid; G. A. Stott and J. N. Winterburn.

A 1959 "Realtor of the Year" award will be made to a board member later on this spring.

HEAD OFFICE

213-9 Notre Dame Ave.  
Winnipeg 2, Manitoba

EXECUTIVE DIRECTOR

W. N. Mulock

# INSTITUTE ELECTS OFFICERS

At the 23rd Annual meeting of the Appraisal Institute of Canada held in Hamilton, Ontario, on March 21, 22 and 23rd, Mr. J. W. Egerton, District Manager of the Manufacturers Life Insurance Co., Mortgage Dept., London, Ont., was elected President of the Appraisal Institute.

Mr. Egerton has been a member of the Institute for many years. He served on the Governing Council, and as Vice-President of the Institute in Winnipeg, prior to moving to London, Ontario.

He is a past-chairman of the London Chapter, and has been Eastern Vice-President of the Institute for the last two years.

Other Officers of the Institute are:

Past President — D. G. Edmond, AACI — Winnipeg.

Vice-President — H. W. Ford, AACI — Vancouver.

Vice-President — A. Keenleyside, AACI — Vancouver.

Vice-President — N. B. Simpson, AACI — Winnipeg

Secretary-Treasurer — W. N. Mulock, B.Sc. — Winnipeg.

Directors of the Governing Council are:

G. Burrell, AACI — Victoria

J. E. Markle, AACI — Kelowna

H. P. Hamilton, AACI — Calgary

G. LeDrew, AACI — Edmonton

F. D. Merrill, AACI — Lethbridge

G. C. Simpson, AACI — Regina

G. E. Rouatt, AACI — Saskatoon

C. R. Bradford, AACI — Winnipeg

L. V. McPherson, AACI — Ottawa

G. Owen — Ottawa

L. Mersereau, AACI — Moncton

R. H. Craig, AACI — Halifax

The Institute consists of 22 Chapters in major Canadian cities from Halifax, N.S., to Victoria, B.C. Education courses are conducted by the Chapters in many cases with the co-operation of local Real Estate Boards and the Extension Departments of Universities.

# RESEARCH DIRECTOR

The Toronto Real Estate Board has created a new research department. To direct the affairs of this new division, Mr. Eric B. Churchill has been appointed Director of Research.

His duties will entail research, analysis and statistics, reports on zoning changes by municipalities, surveys of sales and parking requirements for apartment houses in certain areas and submission of data re: leasing and title searches.

The Board has long realized the need for professional research to solve the complexities of modern real estate operations, especially in urban, high-density areas.

Mr. Wm. Sanagan, President of the Board said, while making the announcement, "Mr. Churchill's appointment is another progressive step by the board towards the professional approach on behalf of Realtors, and will be of great benefit to the general public and other personnel allied to our profession."

All Realtors are invited to subscribe to AIM, which is published quarterly by the Appraisal Institute of Canada. This magazine should prove to be a worthwhile addition to your reference library. Fill in below coupon and mail today! (Order on your letterhead if you prefer.)

## APPRAISAL INSTITUTE OF CANADA

909 Electric Railway

Date ..... 196 .....

WINNIPEG 2, MANITOBA  
CANADA

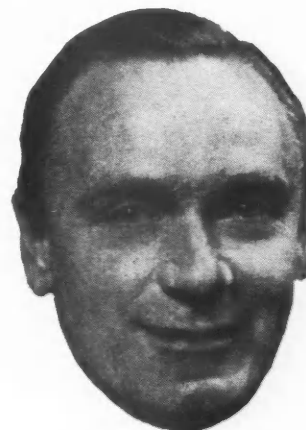
1. I enclose \$4.00 for one year's subscription to AIM.

Name .....

Street Number .....

City .....

Province or State ..... Zone No. ....



E. B. Churchill

A native of London, England, Mr. Churchill holds the degrees of M.A.I. and A.R.I.C.S., Chartered Surveyor.

Besides other real estate activities since his arrival to Canada in 1950, he was associated with C.M.H.C. for seven years as an appraiser.

# REAL ESTATE IN SPACE

TOP ASTRO-  
PHYSICIST  
TO ADDRESS  
DELEGATES

## B. C. CONVENTION EXPECTS RECORD GATHERING



A bishop and an astrophysicist will share top billing as luncheon speakers at the fourth annual convention of the B.C. Association of Real Estate Boards in Penticton, June 3 and 4.

Providing a balance to these non-real estate speakers are the principal conference speakers, CAREB president James A. Lowden, F.R.I., of Montreal, and CAREB past-president, Hugh Shorthill, F.R.I., of Toronto.

The bishop is the Right Reverend A. H. Sovereign, M.A., D.D., F.R.G.S., now retired and living in Vernon, B.C. The astrophysicist is Dr. J. L. Locke, M.A., B.A., Ph.D., former Chief of Stellar Physics, Department of Mines & Technical Surveys and now officer in charge of the construction and operation of Canada's new White Lake Radio Astrophysical Observatory.

Bishop Sovereign, a veteran of

many years in Canada's northland, will speak on "*Horizons Unlimited*" on Saturday, June 4. Dr. Locke's topic for the Friday luncheon will be "*Real Estate in Space*".

Theme of the convention this year is "Opportunities of the Sixties" and this will be developed in a number of short talks and open sessions over the two days.

A special feature at this year's meeting will be a 7.15 a.m. session on Saturday entitled "*Shortill on Toast*". Mr. Shortill, one of Canada's leading experts on residential real estate, will answer questions and put forth ideas which will help develop sales.

Among the other topics to be discussed during the convention are "*B.C. Multiple and the Local Multiple Services*", "*Listing Real Estate*", "*Planning a Specific Sales Campaign*" and "*Qualifying the Prospect*". Laurie

Kirk of Victoria, a director of the B.C. Association and chairman of its Multiple Listing Committee, will deal with the first topic.

Other speakers scheduled to address the convention include BCAREB president Mladin G. Zorkin of Nanaimo, Colonel Herbert R. Fullerton, of Vancouver, first vice-president of CAREB, and Charlie Brown, president of the Vancouver Board.

A featured attraction on Saturday will be the "Opportunity Forum" with major speakers combining in a question and answer panel.

### Dinners, Tours, Smorgasbord

Friday evening delegates and their wives will have an opportunity to visit the just-completed White Lake Radio Astrophysical Observatory near Penticton and to see scenic spots and possibly have a first-hand look at a

resort or ranch property currently listed on B.C.M.L.S. A brief reception with light refreshments will be held before the tour leaves the convention hotel. Dinner will be delayed until 8.30 when the convention-goers will share a smorgasbord supper and reception. After dinner a floor show will provide entertainment for the evening.

On Saturday evening the more formal final banquet will be held with the president-elect of BCAREB as featured speaker. A dance will follow the dinner and there will be a reception beforehand.

#### Registration

Registration fees are \$30 for licensed salesmen and agents, \$20 for wives. This includes dinner and lunch on both days with breakfasts being the responsibility of individuals. The "Shorttill On Toast" breakfast on Saturday, for which attendance is limited, will require a special ticket at \$2 each.

Hotel and motel accommodation should be reserved early. The convention committee will advise all registrants directly regarding choice of accommodation and rates in the three hotels and forty-nine motels available near the main convention hotel, the Prince Charles.

#### B.C. Institute

Regular monthly meetings of the Real Estate Council of B.C. and the directors of the B.C. Association of Real Estate Boards will be held in Penticton on Wednesday and Thursday, June 1 and 2, immediately preceding the B.C. convention.

Annual meeting of the B.C. Institute of Real Estate Agents will be held on Saturday, June 4 at 4.30, in the convention hotel. The Institute is responsible for conducting annual elections for representatives of the industry throughout B.C. on a county-real estate population basis. Since the formation of the Real Estate Council of B.C., which assists the Superintendent of Insurance in enforcement of the Real Estate Act and in providing educational courses to meet licensing requirements, members of the B.C. Institute have been appointed by the Lt. Governor-in-Council as the members of the Real Estate Council.

The Council meeting will be held on the Wednesday, with the B.C. Association directors' meeting Thursday morning. Thursday afternoon will be taken up with a convention committee meeting.

Thursday evening the president of the B.C. Association will hold his annual dinner for association officers and guests.

## LADIES' PROGRAMME

A special tour of the Federal Agriculture Department's Experimental Farm at West Summerland, B.C., afternoon tea and a talk on the *how's and why's* of fruit preserving and the uses of preserved fruits will highlight the ladies' programme at this year's B.C. Association of Real Estate Board's convention at Penticton, June 3 and 4.

Considered an excellent example of the application of science to fruit growing and processing, the Dominion Experimental Farm is only a few minutes' drive from Penticton along the shores of the Okanagan Lake.

Receiving the ladies at the farm and speaking briefly on the subjects outlined will be Miss Dorothy Brittain, head dietician on the farm's staff. This trip will be made on Saturday afternoon.

Friday afternoon, the ladies will have an opportunity to visit local ceramics shops where they will see demonstrations of techniques and displays of completed ceramic potteries, novelties and jade jewellery for which Penticton is noted.

Also scheduled for Friday will be a sherry party, possibly after the crafts display.

Other events on the convention agenda of interest to ladies are the tour of White Lake Dominion Radio Astrophysical Observatory on Friday evening, which will be followed by a

reception, smorgasbord dinner and floor show, and Saturday's annual banquet and dance.

Ladies are also invited to attend the Friday and Saturday luncheons.

## REALTORS TO HEAR ASTROPHYSICIST

A leading Canadian Astrophysicist, Dr. J. L. Locke, officer-in-charge, of the new Dominion Radio Astrophysical Observatory at White Lake, B.C., will be guest speaker at Friday's luncheon.

"Real Estate in Space" is a subject upon which Dr. Locke is well qualified to speak, having served for four years as chief of the Stellar Physics Division at the Dominion Observatory Branch of the Department of Mines and Technical Surveys.

Dr. Locke's new space study station at White Lake will be a highlight of this year's convention since delegates will have a chance to visit the just-opened observatory Friday evening as part of a motor tour of the Penticton area.

A native of Brantford, Ontario, Dr. Locke obtained his B.A., M.A. and Ph.D. in Physics at the University of Toronto, after the war. During the war he served in the Royal Canadian Navy Anti-Submarine Branch, retiring as Lt. Commander.

### B.C. ASSOCIATION OF REAL ESTATE BOARDS

## 4th Annual Convention

PENTICTON, B.C.

Friday & Saturday, June 3 & 4, 1960

To: Registration Chairman,  
BCAREB Convention Committee,  
P.O. Box 217,  
Penticton B.C.

I plan to attend the conference and enclose my cheque for \$..... to cover the registration fees. I understand that I will be supplied with information concerning accommodation and will make my reservations direct.

NAME ..... STATUS .....  
(Broker, Salesman, Guest)

ADDRESS ..... CITY .....

I am a member of the ..... Board

Date and time of arrival: ..... Departure .....

Below I have indicated exactly how I would like my name to appear on my identification badge:

MY NAME ..... WIFE'S NAME .....

# DON'T BLAME IT ON BAD LUCK

When a deal turns abruptly sour, don't write it off as bad luck. You probably goofed.

Leaders of your profession will tell you that 95 per cent success in a sale is dependent on *how well you get along with your client*; the remaining five per cent . . . *knowing your product*.

An improbable formula? Not when you consider the nature of the commodity and the cost involved. Let's face it, you are not working for peanuts when you click on a good realty transaction, and the amount of well groomed preliminary work you put into it invariably spells the difference between success and failure.

To get directly to the point, before you sell your product you must first sell yourself. It's as simple as that. Confidence must be built in a client from the outset and never allowed to falter one iota during negotiations.

Building this confidence calls for a generous measure of common sense. Make every word count and let the client ask questions. Today's home buyer no longer falls for a smooth line and he's quick to detect a phony approach and an artificial smile. Sales clinic studies have shown that the chief characteristics a client looks for first in a salesman are sincerity and personal appearance. Both these qualities give you a flying start.

Any real estate salesman with an ounce of up-and-go can reasonably expect to draw an annual income closely approaching that of a junior executive in some other industry. But does he dress like a junior executive?

To many, particularly the suburban house seller, it perhaps isn't easy to trade a tweed jacket and open-necked sports shirt for a business suit, a white collar and tie. House-buyers today expect to find some semblance of sartorial dignity in the man they engage and entrust to find them a home.

But impeccability doesn't end there. The real estate salesman has three tools in his trade — an office, a briefcase and an automobile.

The office from which contact is

made; the briefcase to carry the necessary documents; and the car to drive the client to the property . . . but not quite all. The car to a real estate salesman should be as important as his right arm—it's his travelling office . . . the place where decisions are made and commission realized.

This should provoke a serious thought or two. Do you honestly regard your car as a mobile office? Can a client (usually accompanied by his wife) find sitting room in the back without first having to remove a case of empty beer bottles, your briefcase and a clutter of "for sale" signs? Most of us take the car for granted. It becomes a catch-all for all sorts of trash and it doesn't get a wash often enough.

Such things, as picayune as they may appear, can aggravate an overly-fussy client to the point of calling off an otherwise sure-fire deal. After all, the present-day buyer has every right to expect first call treatment from you when you consider he's prepared to spend his life savings on a home. Moreover, had he not been impressed by your newspaper ad, telephone manner, or more importantly the reputation of your firm, he likely wouldn't have come to you in the first place.

While on the subject of the automobile, let's discuss some of the other aspects of its use. The radio, for example. Do you play it while driving the client to the property? It might be difficult to hear your sales pitch to the accompaniment of rock n' roll.

And another thing: Don't decorate your car with dangling dodads. Nothing could be more juvenile to an intelligent client. Besides, they disrupt serious thinking.

Just remember you are a business man about to climax an important business deal. That "cargo" riding up front with you can net you a few hundred dollars in commission if you play your cards straight. Don't risk letting it slip through your fingers — dress for the job and keep your car tidy and clean.

## C. I. R. PROFILES



**Ken Raven, F.R.I.**

Ken Raven is the vice-president of the Ontario Association of Real Estate Boards, having been elected to that office in March of this year. He graduated with honours in the Canadian Institute of Realtors course in 1959. At present he is a candidate for A.A. C.I. and M.A.I. having completed part I of both courses.

Mr. Raven was president of the Kingston board for two terms 1958-59.



**Garth Webb, F.R.I.**

Mr. Webb completed the 3-year C.I.R. course in 1959 graduating top of his class in all three years. B. Comm from Queens, now with Jack Key Ltd., Toronto in Commercial and Industrial Division. Garth is a vice-president of the Toronto Real Estate Board Salesmen's Division. He is originally from Calgary.

## Blane, Fullerton & White

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## L'HABIT PEUT FAIRE LE MOINE

On nous affirme que le succès ou la faillite d'une vente en immeuble dépend beaucoup plus de la personnalité du vendeur que de ses connaissances en affaires. En effet, l'apparence et la personnalité du vendeur peuvent aider considérablement dans les ventes.

"Sotises" me direz-vous. Ce ne sont pas là des absurdités quand on considère la nature même de la marchandise ainsi que son aspect financier. Avouons-le; vous ne travaillez pas pour rien quand vous concluez une bonne affaire en immeuble. Le succès ou la faillite d'un tel marché dépend de votre personnalité et de l'impression que vous faite à première vue.

C'est donc dire qu'il faut savoir se faire valoir soi-même avant de faire valoir sa marchandise. C'est là un fait indéniable. On doit comme vendeur, inspirer confiance en tout temps et en tout lieu. Cette confiance prend sa source dans un fondement de bon sens et de diplomatie. Il faut savoir parler et se taire. Il faut laisser son client poser des questions. Il est de plus en plus difficile de duper un client et celui-ci aura tôt fait de découvrir un sourire de sphinx. Les experts dans la vente nous disent que la sincérité et l'apparence sont les deux qualités qu'un client reconnaît toujours chez un vendeur. Ces deux qualités peuvent vous mettre sur la voie du succès.

Tout vendeur quelque peu diligent peut s'attendre à gagner le salaire d'un directeur de compagnie. Mais se comporte-t-il et s'habille-t-il à la façon d'un directeur de compagnie?

La tentation de vouloir porter une jaquette de sport et une chemise de sport peut parfois être bien forte. Mais vos clients veulent vous voir bien mis. Il est bien vrai que l'habit ne fait pas le moine mais dans un monde où la première impression est des plus importantes il ne faut rien négliger qui puisse aider. Il faut savoir être impeccable en tout et par-

tout. A cet effet, il faut penser à son bureau, à sa serviette et à son automobile. C'est à son bureau que le vendeur rencontre son client pour la première fois. La première impression doit être excellente. Dans une serviette, tout doit être en ordre afin de pouvoir y trouver les documents et les formules nécessaires. L'auto du vendeur d'immeubles devient souvent son bureau-automobile. C'est là qu'on discute d'affaires et qu'on en vient parfois à une décision.

Si votre auto joue un rôle aussi important, vous donnez-vous le peine de le tenir propre et habitable. Si un client accompagné de sa femme veut y occuper place, lui faut-il avant tout débarrasser le siège arrière de bouteilles de bière, de paperasses et de vieilles enseignes. On considère l'auto comme "un coin à tout mettre". Sachez le garder propre et le faire laver souvent. Un client méticuleux peut facilement perdre intérêt et changer d'idée à la vue de telles malpropretés. Un acheteur a droit à toute votre attention et à toute votre considération quand il considère faire un placement qui va lui coûter toutes ses économies. En effet, s'il n'avait pas été frappé par l'annonce dans le journal, par votre façon de lui parler au téléphone et par la réputation de votre agence, il ne serait jamais venu vous consulter.

Nous parlons tout à l'heure d'automobile. A ce sujet, faites-vous jouer votre radio quand vous conduisez un client en visite d'affaire. Cette pratique est à décourager car il est difficile de discuter et de se faire entendre au son de la musique. Aussi il ne faut pas décorer son automobile de toutes sortes de babioles. C'est de mauvais goût et trop distrayant. N'oubliez jamais que vous êtes un homme d'affaires et vous devez en avoir l'air. Votre client va vous juger à l'impression que vous faites auprès de lui. Ne risquez jamais de perdre une bonne vente. Soyez galant, propre et en tout et partout faites toujours une bonne impression.

## TRADERS CLUB

We have been notified by Lois Barnes, Administrative Secretary of International Traders Club, that, in order to apply for membership, Canadian Realtors must join the National Association of Real Estate Boards (yearly dues \$20) and the National Institute of Real Estate Brokers (yearly dues \$15).

Once the above have been accomplished you are entitled to apply for membership in the International Traders Club (yearly dues \$10).

You can become an affiliate rather than a full member of the National Association Real Estate Boards by paying \$5 yearly, which excludes the weekly newsletter HEADLINE.

All Canadian Realtors wishing to apply for membership, or seeking information regarding these organizations may write:

National Association of Real Estate Boards, 36 South Wabash Ave., Chicago 3, Ill.

Explain your needs in detail so that same can be routed to proper department.

## SAULT ST. MARIE

Angelo Miceli is the 1960 President of the Sault Ste. Marie Board. Elections were held in March.

Other officers are: Lloyd Belec, vice-president; Curt Scott, director; Henry Bullock, director; E. Bruce Fleming, director and Clifford Weeks, director.

Mrs. Margaret Eddy was re-elected executive-secretary.

+ + +

The largest town in area in the world is Kiruna, Sweden, which for fiscal avoidance purposes has been extended to embrace an area of 5,458 sq. miles.

Life magazine has the signal honour of having the most expensive advertising page cost of any magazine in existence. A four-colour back page on the Magazine sets the advertiser back \$42,480.

START PLANNING FOR THE ...

**17th ANNUAL CAREB CONVENTION**

**OCTOBER 2-5, 1960**

ROYAL YORK HOTEL

TORONTO, ONT.

## REGINA - SASK.

Industrial Properties  
Sites Buildings  
Property Management  
Lease Backs

**W. Clarence Mahon**

350 Western Trust Bldg.  
REGINA



## Association of Real Estate Boards

### OTTAWA HOSTS OTHER BOARDS



OTTAWA'S one-day sales conference gathered 220 Realtors and salesmen from Kingston, Cornwall, Central St. Lawrence and Ottawa boards. Cliff Krueger of Willmette, Ill., presented his salesorama program at the meeting.

Reading from RIGHT to LEFT: Leslie Wong, Chairman Educational committee, O.A.R.E.B.; Ted Clark, member Educational Committee, O.A.R.E.B.; Roy Brunet, President Cornwall Board; Roy Wymark, Regional Director O.A.R.E.B.; Ken Raven, Vice-President O.A.R.E.B.; Eugene Lavoie, President Ottawa Board; Cliff Krueger, President, Homefinder's Inc. (speaker); Hugh McKeown, President O.A.R.E.B.; Ross McMahon, President Kingston Board; Ben Karp, F.R.I., Vice-President Ottawa Board; Pieter Toxopeus, President Central St. Lawrence Board; George Thomas, Director Ottawa Board and Neil Lewer, Director, Ottawa Board.

## REAL ESTATE MEN HAVE RESPONSIBILITY - EDMOND

"We can possibly expect longer termed loans with participation clauses on commercial properties, apartment blocks and more concentration of investments on all types of properties by all companies. This means competition in the strictest sense and more money available for mortgage investments."

This was a prediction made by Gordon Edmond, of the Sovereign Life Assurance Company of Canada, Winnipeg, in an address to the Salesmen's Division of the Toronto Real Estate Board at the Old Mill Restaurant this week. He was speaking on the subject "The mortgage responsibility of the real estate salesman."

Mr. Edmond informed the meeting that Canadian mortgage debt has

increased from 1.4 billion dollars in December—1926, to 100 billion dollars in December—1958. "Ninety-five per cent more sales would take place if no mortgage was involved," he stated.

Continuing, the speaker from Winnipeg expressed the view that many realtors do not know sufficient about the mortgage business and urged them to make a survey, from time to time, of companies placing mortgages so that the realtors can keep abreast of new policies and changes.

"Some firms with mortgage money for investment, loan only up to 28 per cent of monthly income on mortgage and tax payments, he pointed out.

Interest rates, he declared, depend

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largely on the location of the house, the trend in the immediate area and the age of the house. Some companies, however, consider each individual case on its merits.

"Terms of loans in years of repayment are also governed by interest rate trends in the market," the speaker asserted. "It is felt that this is the high interest rate period and a drop can be expected in the very near future. This is the time to loan with no privileges over a longer period of time so that the overall earned rate on investments can be maintained at a high level for, at least, the five year period."

## STRIP LEVELING ANNOYS PLANNER

Dr. Ross Lord, member of the North York township Planning Committee has indignantly called attention to the manner in which developers strip land before construction. His remarks were made after examining a model of a proposed Downsview Heights sub-division in that township. The proposed site encompasses rolling topography including one or two ravines that run through the acreage. It is the developers intention to bulldoze earth into the low spots.

Dr. Lord insists that more customers could be won by using the natural lay of the land, which would put houses on different levels as they do in Washington, D.C.

He said "What is wrong with one house sitting a little higher than another. If this is done the sub-divisions wouldn't have that strawberry box look.

"If builders would use a little common sense and imagination they would assuredly enhance their reputations by using natural topography rather than destroy it by developing flat and monotonous areas."

Dr. Lord is also chairman of the Metropolitan Conservation Authority—Toronto.

# THE MORTGAGE PICTURE

Lenders are still cautiously probing the mortgage market awaiting anticipated changes they feel will still originate in C.M.H.C. financing.

At present C.M.H.C. have committed themselves to a maximum wage scale. Some quarters feel that the federal agency will later loosen some restrictions.

The C.M.H.C. escalator program entitles the following to apply directly for an N.H.A. loan:

- a. if your gross income is less than \$5,000 and your family includes up to two children, you qualify.
- b. if your family includes three children you may gross up to \$5,200 annually.
- c. if you have four children, you may earn up to \$5,400 gross.
- d. five or more children entitles you to a maximum of \$5,600 gross per annum.

These loans may only be applied for directly to C.M.H.C. in the event that: in a metropolitan area, the borrower has two refusals from approved money lenders. In smaller rural areas one refusal is considered.

C.M.H.C. is insistent on true letters of refusal. The government agency will not accept a mimeographed form letter refusal.

What does this tight money situation reveal? Simply this: Up until July last year, builders were not restricted to the number of units they could build under N.H.A. financing.

At that time Prime Minister Diefenbaker announced that, effective September 1st, loans to builders would be restricted to 15 units for the remainder of the year. This meant that all builders who had been in business prior to June 1959 would be allowed 15 units each for all areas in which they operated.

These 15-unit loans, or any part of this quantity, would be financed by C.M.H.C. directly, providing builders had two refusals from approved money lenders.

At the same time restrictions were placed upon builders who were not allowed to transfer or interchange commitments. They also were not entitled to N.H.A. loans if they had more than five unsold units 90% or more completed.

C.M.H.C., who has placed \$500 millions additional into the kitty, is now operating more stringently than in the past.

In letters of refusal, for instance,

C.M.H.C. strongly requests that a consumer applicant should apply to the insurance company which holds an insurance arrangement with him. C.M.H.C. feels that the company is less liable to refuse the applicant.

## Bank Loans Stopped

When the N.H.A. rate was hiked to 6½% this year, it stopped chartered banks from engaging in the insured mortgage loan business. The interest hike went beyond the 6% which the Canadian Bank permits its member banks to charge on loans.

This action caused over \$150 millions yearly to be withdrawn from the mortgage financing business, which in turn has caused the anguish now apparent amongst the building trades.

Some builders, hitherto using their banks for insured loan financing, now find themselves completely behind the eight ball.

When their normal source of funds dried up, these builders had to turn to insurance companies and other outside sources for N.H.A. financing.

"We prefer to do business at the old stand" seems to be the theme of these money lenders. At present they prefer to loan money only to those builders who were doing business with them last year and the years before.

The paradox is this: outside of the insurance companies and a few other money lending corporations, the banks had been absorbing most of the insured loan transactions. Now that the banks can no longer loan at 6½% rates, the \$150 millions less that will now enter the mortgage market, has thrown the onus upon the aforementioned sources. These people in turn, feeling that Ottawa is playing a waiting game, are reluctant to loosen the clasps on their coffers.

## Builders' Quandary

This throws many builders for a loop. They now have to seek other sources for conventional financing; knowing all too well, that their completed units will bear mortgage interest rates running at 7¼% - 7½% and possibly even 7¾%, in some areas (Ontario figures used here.)

The scale in which the builder has to operate when he acquires conventional financing is determined largely by the restrictions placed by the

government on uninsured loans issued by Insurance and Trust companies.

Although most Realtors are aware of this "dividing the poke", we should publish this information for Realtor salesmen who possibly may not have delved into this subject.

When a builder seeks a first mortgage from an insurance company or a trust company he finds that he cannot receive more than 60% of the value of the unit. (These restrictions are placed by federal authorities).

Thus, the builder is faced with a disturbing financial structure.

The best way to illustrate this is to pose a hypothetical instance:

Builder Jones goes to the Uneeda insurance company. He explains that he is building units to sell for \$15,000 each. Jones is given \$9,000 secured by a first mortgage at say 7¼%, which in itself isn't too good a selling feature, for most Canadians have been blanket-saturated with the knowledge that 6% and 6½% N.H.A. mortgages are available.

Anyway, let us assume that the home-buyer doesn't pay too much attention to an interest rate ½% to 1½% higher than one which one of his home-owning friends enjoy.

The home-buyer places all his available savings as down-payment on one of Builder Jones' units. This would be, say 25%, or \$3,750, which coupled to the \$9,000 first mortgage, gives the builder \$12,750 cash. The builder obviously has to take back a second mortgage of \$1,250.

This poses an unpleasant situation for both he and his home-buyer: The home-buyer has to pay off two mortgages, the second in (usually) five years.

Hardly a good selling feature.

Now, we have a situation where the builder's profits of \$1,250 is tied up in second mortgage paper. What is he to do in order to convert this to cash?

Obviously he must sell his paper, and equally obviously, at a discount.

As the average discount requested is 25%, the builder's profits have shrunk to approximate \$937.50. In some cases the builder has been forced to jack his selling price to absorb this paper loss. However, this latter action can only be taken when there is a high demand for his homes, or, lack of competition in that particular area.

We are unable to determine, at this time, what further amendments to the National Housing Act are expected to occur this year. The only way we can finger the pulse is to observe the cautious movements now noticed among large lending corporations.

# PERSON TO PERSON



## prejudice allayed

... The City of Calgary's first land auction saw 1.61 acres of property transacted by auctioneer's hammer, for \$101,000. Calgary's Mayor, Harry Hayes, says that this method of selling land was used to answer criticism of many who felt that valuable properties were being sold *sub rosa*, sans sufficient publicity to make the public aware of intended city sales. ...

## the golden belt

... if all the land that industry has acquired in the past ten years in the Toronto region, was laid out in a strip 300' wide it would stretch from Toronto to New York City, a distance of 375 miles. ...

## 21,200 acres

... Cockshutt Farm Equipment Limited of Canada is going into the real estate business in a big way. The firm has purchased Florida Land Development holdings totalling 21,200 acres at a reputed cost of \$17.3 millions. Purpose is to broaden the base of income source for the future, claims Benno M. Beckhold, President of the company. ...

## England attacks

... England is more than one-quarter advanced towards clearing out its slums claims the Minister of Housing Henry Brooke. He said that more than 1000 slum houses per week are being condemned and demolished. ...

## wampum exchanges

... up in the Kawartha Lakes district in Ontario's summer play-ground some 250 of the 600-odd islands that dot the lakes, are to be sold to Canadian citizens by the Department of Indian Affairs who are acting as trustees for the Indians. The Indians surrendered the lands in 1900 with the proviso that all monies be placed in a fund to be distributed on a per capita basis.

The situation will prove embarrassing to some cottage-owners whose forefathers had acquired their sites through token payments to the Indians, years before. E. A. Adams, superintendent for Indian Affairs claims that these transactions were illegal. ...

## you figure it out

... an apparent crusader, someone named W. R. Sullivan, 1116 S. Flower St., Los Angeles, has sent out a vast number of penny post cards one of which has arrived on the editor's desk. A message on the back reads: "This world does not have an unlimited amount of space for an unlimited amount of people. The laws of nature have a statute of limitation. There are those who choose to ignore them, for which all of us have to pay" ...

## King Midas Touch

... J. V. Bonhomme, who has been a broker in Timmins since 1929, says that real estate progress in that Northern Ontario mining town can trace an identical path with fluctuations in the price of gold. ...

## tight money

... we wonder why local real estate boards haven't taken action to promote encouragement of private investors to place their savings in mortgage investments. An institutional campaign at board level, would jar loose unlimited funds from people who at present, because they haven't been otherwise educated, are content with 3½% bank rates. Advertising would beam on the 7% interest now enjoyed ...

## CALENDAR

JUNE 3rd & 4th  
B.C. Assn. R.E. Boards  
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• • •

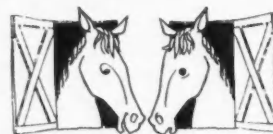
17th Annual  
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8th Annual Conference  
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- A stingy man, while on a trip out of town sent his wife a cheque made out for a million kisses. It made her so annoyed she sent him a telegram saying "Dear John: thanks for the birthday cheque. The milkman cashed it for me this morning."

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### MANUFACTURING: Gross value

1958	\$383,000,000
1959	408,000,000

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